The potential of the Danish Data Center Industry

May 30th, 2017
COWI - Odense
Agenda

Danish Data Center Industry association – strategy and plans
Chairman of DDI Thomas Volder, Sales Director, Coromatic

COWI – experiences and ambitions in the data center market
Market Director Hyperscale Datacentres, Joakim Petersen, COWI

The Danish and global datacenter industry – seen from the eyes of M+W
Director Business Development - HTI EMEA, David Delaney. M+W Group

Global competition in the datacenter industry – why Denmark has a strong competitive position
Jørn Thorgård, Special Advisor, Invest in Denmark
Danish Data Center Industry
– strategy and plans
for the association

Thomas Volder
Chairman of DDI
The situation in Denmark

- Breakthrough with Apple and Facebook
- Large potential for more data centers
- Billion DKK investments and thousands of jobs
- Intense global and Nordic competition
Why DDI?

• Promotion of the Danish industry on a global scene
• One-stop shopping for datacenter investors – easy overview
• Networking and shared projects – an arena for cooperation and development with both public and private organisations
• Influencing political climate towards more datacenter friendly legislation
• Focus on education and access to specialised work force
DDI will contribute in all phases of a data center investment
Potential DDI members

- Construction companies
- Building suppliers
- Technology companies
- Utility companies
- Public authorities
- Educational institutions
- Advisors – architects, engineers, lawyers, etc.
DDI Activities

• Seminars, conferences and network groups
• Promotion of member companies at DDI web and in catalogues and national and international exhibitions
• Contributing to Invest in Denmark’s activities to attract further data center investments to Denmark
• Finding partners and “friends” to help optimize the Danish legislation and make Denmark as competitive as possible
“What’s in it for me...”
- as a member of DDI?

• **A strong network**
  – Member of a strongly dedicated association
  – Part of an exciting new development
  – Networking and mutual inspiration
  – Workshops, conferences and other relevant activities
  – Opportunity to influence the future development of DDI

• **New business opportunities**
  – Networking with potential new business partners
  – Part of the DDI suppliers list for potential investors in Denmark
  – Opportunity to be a first mover in a new Danish growth industry
Become a DDI member – NOW!

• **Executive Membership**
  – Influence DDI strategy and plan from the initial phase
  – Potential to be a board member
  – Preferential treatment in promotion activities
  – Access for two participants to all meetings and seminars
  – Access to specific network groups and development projects
  – DKK 30,000

• **Business membership**
  – Access to meetings and seminars
  – Newsletter service
  – DKK 5,000
Member activities in the Fall of 2017

To be decided at board meeting before the seminar...
We are here to serve and develop - feel free to contact us:

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